USDA Weekly Retail Turkey Feature Activity

Fri. Jun 01, 2012

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/01 thru 06/07.

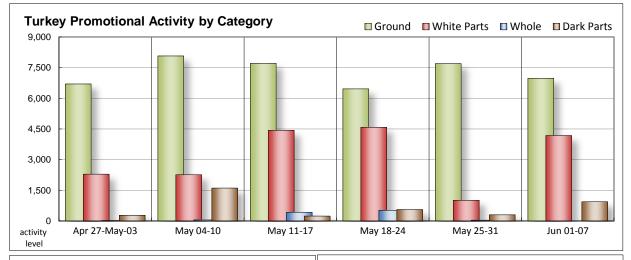
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

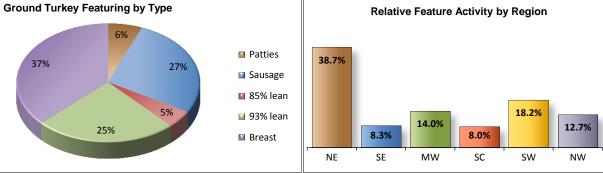
(prices in dollars per pourturiess officials enoted,													
NATIONAL SUMMARY													
	THIS	WEEK	LAST	WEEK	LAST	YEAR							
Feature Rate 1/	39.3%	of 22,500	31.8%	of 22,500	44.4% of 19,500								
	ou	tlets	ou	tlets	outlets								
Special Rate 4/		.5%		.6%	4.3%								
Activity Index 2/		,090		,200	14,080								
3/	Stores	Wtd Avg	Stores Wtd Avg		Stores	Wtd Avg							
WHOLE BIRDS:													
Fresh - Hens													
- 101115			00	4.00	40	0.00							
Frozen - Hens			20	_	40	0.99							
" - Toms PARTS:			20	1.29	40	0.99							
Breast:													
Bone-in, whole	40	2.50	70	0.40									
Fresh	40 470		290	-	470	1.42							
Frozen	470	1.76	290	1.90	470	1.42							
Split, bone-in													
Fresh Rotisserie	4 400	7 1 1	150	6.40	1.010	774							
	1,120		150	6.49	1,010	7.74							
Boneless, whole	620		000	5 00	210	4.37							
Cutlets	870		390	5.00	820	4.65							
Cutlets, thin sliced	190				40	4.39							
Strips	20												
Tenders	850		110		490	5.43							
Marinated Tenders	680		1,250		470	3.59							
Drumsticks	90	1.57	70	_	180	1.36							
Thighs			10		20	1.49							
Wings	80		70	1.28	190	1.37							
Necks	50				10	0.78							
Smoked Drumsticks	240		100	2.07	140	2.33							
Smoked Wings	280			4.70	140	2.33							
Smoked Necks	200		50		140	1.59							
GROUND TURKEY:	6,980		7,700		9,190	2.91							
Patties	420		1,460		770	3.03							
Sausage 85% lean	1,910 330		2,120		1,510	2.86 1.88							
93% lean	1,730		1,500 1,380		2,280 2,330	2.77							
Breast	2,590		1,240		2,300	4.09							
Rolls (frsh/frz 1 lb.)	1,180		1,240		190	1.96							
Specialty 5/	1,100	1.19	140	2.49	190	1.90							
Patties	40	5.99	50	4.21									
93-94% lean	90		450		250	4.91							
Breast	30	7.20	260		40	5.46							
Note: rolls & specialty no	t included	d in ground			-								

This Week's Turkey Feature Highlights

Retailers show more interest in promoting turkey as we move past the Memorial Day weekend. Offerings on whole turkey are lacking, but frozen bone-in breasts are seen in more circulars. The big item this week is rotisserie breasts, they are widely promoted although advertised prices trend higher. Offerings on boneless white parts are more active and prices are mostly lower. This would be a good time to pick up some boneless whole breasts, they are actively promoted and prices are competitive with other boneless white parts. More retailers offer dark parts, with the focus on smoked parts. Promotional activity slows ground turkey items and the weighted average price is higher, but offerings are very active on fresh and frozen ground turkey rolls and prices on rolls are sure to catch the eye of price conscious shoppers. Offerings on deli items keep pace with last week's levels. Retailers increase promotions on thin slicing service deli, and decrease offerings on

the more expensive thick slicing meats. Promotions increase on self-service deli items; they are a good choice for making a quick sandwich.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.

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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NORTI	HEAST U.S.		SOU	THEAST U.S.		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 43.6% of 4,000 sampled outlets 7.0% of stores w/ no-price promotions Activity Index = 2,100 Price Range Summary			
	(CT,DE,MA,MD,M	IE.NH.NJ.NY.PA.F	RI.VT)	(AL.FL.GA.M	S,NC,SC,TN,VA,W	/V)				
Feature Rate 1/		0 sampled outlet	. ,		000 sampled outle	,				
Special Rate 4/	1.5% of stores w	•		·	w/ no-price promo					
Activity Index ^{2/}		Index = 6,370			y Index = 1,870	,				
Activity illucx	Price Range	Summar	V	Price Range	Summai	rv				
	(\$/pound)		/td Avg	(\$/pound)		Vtd Avg	(\$/pound)		Wtd Avg	
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens										
" - Toms										
PARTS:										
Breast:										
Bone-in, whole										
Fresh										
Frozen	1.97	10	1.97	1.39 - 1.97	230	1.91	1.48 - 1.79	130	1.56	
Split, bone-in										
Fresh										
Rotisserie	4.49 - 8.99	890	6.84	7.99	70	7.99				
Boneless, whole	3.99 - 5.99	530	4.05	3.99	70	3.99				
Cutlets	3.99 - 5.19	730	4.29	3.99	70	3.99				
Cutlets, thin sliced	4.99	100	4.99				4.99	90	4.99	
Strips										
Tenders	3.99 - 4.49	730	4.14	3.99	70	3.99				
Marinated Tenders	3.73 - 7.99	520	4.45	4.26 - 4.29	70	4.27	3.73	20	3.73	
Drumsticks	1.29	10	1.29	1.69	50	1.69	1.59	20	1.59	
Thighs										
Wings				1.69	50	1.69	1.59	20	1.59	
Necks				1.69	50	1.69				
Smoked Drumsticks	1.99	160	1.99	1.79 - 2.25	80	2.10				
Smoked Wings	1.99	200	1.99	1.79 - 2.25	80	2.10				
Smoked Necks	1.79	140	1.79	1.79	60	1.79				
GROUND TURKEY:										
Patties	2.99 - 3.99	320	3.72				2.49 - 3.99	100	3.00	
Sausage	2.39 - 4.49	730	3.00	2.87 - 4.49	260	4.33	2.87 - 3.49	350	3.25	
85% lean	2.67	40	2.67	2.49 - 3.19	240	3.12	1.99 - 2.48	30	2.29	
93% lean	2.83 - 3.69	210	3.00				2.49 - 3.19	510	2.82	
Breast (99-100% lean)	4.61 - 6.15	810	5.09	4.29 - 4.79	80	4.51	3.27 - 5.19	350	4.80	
Rolls (frsh/frz 1 lb.)	1.00 - 2.98	130	1.14	1.00	340	1.00	1.00 - 2.98	460	1.31	
Specialty ^{5/}										
Patties	5.99	40	5.99							
93-94% lean	3.99 - 5.49	70	4.59				3.00	20	3.00	
Breast										





(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	SOUTH	CENTRAL U.S.			SOUTH	IWEST U.S.		1	NORTHWEST U.S.			
	(AR,AZ,CO,KS,	LA,MO,NM,OK,TX	(TU,		(C/	A,HI,NV)		(AK,ID,MT,OR,WA,WY)				
Feature Rate 1/		00 sampled outle	,	46.7% of 2,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,980				43.9% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 570				
Special Rate 4/	•	v/ no-price promo										
Activity Index 2/		Index = 1,200										
Activity macx	Price Range	Summar	Price Range Summary				Price Range Summary					
	(\$/pound)		Vtd Avg	(\$/pound	-	Stores	Wtd Avg	(\$/pound)		Wtd Avg		
WHOLE BIRDS:												
Fresh - Hens												
" - Toms												
Frozen - Hens												
" - Toms												
PARTS:												
Breast:												
Bone-in, whole												
Fresh								2.59	9 40	2.59		
Frozen	1.49 - 1.79	100	1.74									
Split, bone-in												
Fresh												
Rotisserie				7.9	99	120	7.99	8.99	9 40	8.99		
Boneless, whole	3.99	20	3.99									
Cutlets	3.99	70	3.99									
Cutlets, thin sliced												
Strips	3.99	20	3.99									
Tenders	3.99	50	3.99									
Marinated Tenders	4.33	30	4.33					3.99	9 40	3.99		
Drumsticks	1.19	10	1.19					3.93	9 40	3.99		
Thighs	1.19	10	1.19									
ŭ	1.10	10	1.10									
Wings Necks	1.19	10	1.19									
Smoked Drumsticks												
Smoked Wings												
Smoked Necks												
GROUND TURKEY:												
Patties	2.07	30	2.07	240 00	00	E40	2.26	2.07 0.40		2.24		
Sausage	2.87	30	2.87	3.19 - 3.9	19	510	3.36	3.27 - 3.43	3	3.34		
85% lean	1.66 - 2.49	20	2.26	0.40	10	740	0.00	2.40		2.00		
93% lean	2.49 - 3.19	170	3.03	2.49 - 3.1		740 500	2.90	3.19 - 3.42				
Breast (99-100% lean)	4.16 - 4.79	230	4.72	4.79 - 5.1		590 20	4.81 1.00	4.79	320	0 4.79		
Rolls (frsh/frz 1 lb.) Specialty ^{5/}	0.99 - 2.49	230	1.25	1.0	JU	20	1.00					
Patties												
93-94% lean												
Breast USBA Assistational A								 <i> -</i>		2 -6		



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Jun 01, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/01 thru 06/07.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	Υ			NORTHEAST U.S.			SOUTHEAST U.S.			
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,I	(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
	79.7% o	f 22,500	71.8% o	f 22,500	80.5% o	f 19,500				·			
Feature Rate 1/	sto	res	sto	res	sto	res	91.9% c	f 4,400 sampled o	utlets	83.9% of 6,000 sampled outlets			
Activity Index 2/	4E	040	45,4	460	40	F20	Act	vity Index = 14,30	0	Activity Index = 8,760			
Activity Index 2/	45,	040	45,	400	42,	530	Price Rang	e Sur	mmary	Price Range	Summary		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	
SERVICE DELI - Turkey													
Category 1													
Processor Brand	3,860	7.44	8,360	7.81	5,630	8.08	5.48 - 9.9	, -		6.99 - 8.99	540	7.91	
Private Brand	2,310	7.66	3,450	7.30	2,130	7.31	6.99 - 8.9	1,960	7.77	6.99	10	6.99	
Category 2													
Processor Brand	5,350	6.02	5,050	5.67	4,640	6.05	4.99 - 6.9	,		4.49 - 6.99	690	5.92	
Private Brand	5,430	6.76	3,090	6.66	3,480	6.49	4.99 - 7.9	1,040	0 6.20	6.49 - 7.99	670	6.99	
Category 3	000	0.00	4 000	4.50	4 000	0.00	0.00 5.0			0.00	000	0.00	
Processor Brand	900	3.83	1,260	4.52	1,660	3.92	3.99 - 5.9			3.99	280 40	3.99	
Private Brand Turkey Ham	1,510	5.46	1,390	5.65	50	4.73	4.98 - 5.9	9 140	5.60	5.99	40	5.99	
Processor Brand	530	3.67	190	3.06	320	3.34	2.98 - 4.4	390	3.93				
Private Brand	20	3.99	130	3.00	320	3.54	3.9						
Turkey Pastrami	20	0.00					0.5	,	3.33				
Processor Brand	460	3.70	140	4.17	300	4.08	3.49 - 4.9	390	3.69				
Private Brand	400	3.70	140	7.17	30	5.99	3.43 - 4.3	5	3.03				
SERVICE DELI - Chicken					30	3.33							
Category 1 Processor Brand	4,410	7.33	2,800	7.01	3,160	7.77	5.99 - 8.9	9 1,470	7.53	5.99 - 8.99	640	7.84	
Private Brand	1,590	6.89	2,690	6.85	1,570	6.86	5.99 - 6.9			5.99 - 6.99	040	7.04	
Category 2	1,550	0.03	2,090	0.00	1,570	0.00	3.99 - 0.9	1,210	0.00				
Processor Brand	260	6.68	180	6.24	210	5.48	4.9	3 10	0 4.98				
Private Brand	310	6.81	10	5.99	160	7.42	1.0		1.00				
SELF-SERVICE DELI	010	0.01	10	0.00	100	7.72							
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	7,170	3.08	7,770	3.09	6,780	3.00	2.50 - 4.0	1,470	3.25	2.19 - 3.99	2,520	3.31	
Private Brand	2,090	3.07	250	3.24	2,110	3.05	3.00 - 3.3	3 470	3.20	2.88 - 3.50	400	3.15	
Turkey 16 oz													
Processor Brand	330	5.20	1,080	5.38	2,200	4.88	4.9	9 30	4.99	4.98 - 4.99	220	4.98	
Private Brand					1,410	5.00							
Chicken 7-10 oz			<u> </u>										
Processor Brand	6,530	3.12	7,500	3.09	,	3.09	2.50 - 4.0	· /		2.50 - 3.99	2,460	3.33	
Private Brand	1,980	3.05	250	3.24	2,110	3.05	3.00 - 3.3	3 470	3.20	2.88 - 3.39	290	3.02	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)





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(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDW	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTH	IWEST U.S.	NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
	(IA,IL,IN,KY,MI,M	N,ND,NE,OH,SD,W	I) (AR,AZ,CO,KS,L	A,MO,NM,OK,TX,UT)	(CA	HI,NV)				
Feature Rate 1/	92.79/ of 4.000) sampled outlets	71 19/ of 4 00	0 sampled outlets	E6 E9/ of 2 00	0 sampled outlets	85.6% of 1,200 sampled outlets			
-	•	dex = 10,740	· ·	Index = 6,190	· ·	Index = 3,090	Activity Index = 1,960			
Activity Index 2/	Price Range	Summary	Price Range	Summary	Price Range	Summary	Price Range Summary			
	(\$/pound)	Stores Wtd Avg	J	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg		
SERVICE DELI - Turkey	(, 1 ,		(, 1		(.1		(, , ,			
Category 1										
Processor Brand	5.99 - 8.99	800 7.18	5.49 - 8.99	910 6.78	7.99	10 7.99	7.99 - 12.99	80 8.60		
Private Brand	6.99 - 7.99	70 7.23	6.77 - 7.99	270 6.92						
Category 2										
Processor Brand	4.49 - 7.38	1,290 5.95		790 5.93	4.99 - 7.99	370 5.84	4.99 - 6.99	70 5.59		
Private Brand	4.99 - 6.99	1,670 6.03	5.99 - 8.99	850 7.43	6.99 - 8.99	590 7.98	6.99 - 7.99	610 7.33		
Category 3										
Processor Brand	2.99 - 3.99	300 3.59		90 3.90	2.69 - 2.99	70 2.82				
Private Brand	3.99	100 3.99	4.99 - 5.99	360 5.67	4.99 - 5.99	550 5.48	5.49 - 5.99	320 5.51		
Turkey Ham	0.00	00 045	4.00	40 400	4.00	440 004				
Processor Brand	2.99 - 3.98	20 3.45	1.99	10 1.99	1.99 - 3.29	110 2.94				
Private Brand										
Turkey Pastrami	0.00	40 54	4.00 4.00	00 400	0.00	40 000				
Processor Brand	3.98 - 6.95	10 5.47	4.98 - 4.99	20 4.98	2.69	40 2.69				
Private Brand										
SERVICE DELI - Chicken										
Category 1										
Processor Brand	5.95 - 8.99	1,680 7.20		590 6.62	6.99 - 8.49	30 7.77	7.40	20 740		
Private Brand	6.49 - 9.99	30 8.22	5.99 - 7.99	290 7.03	7.49	40 7.49	7.49	20 7.49		
Category 2	2.00	040 0.70	0.00	40 000						
Processor Brand	3.99 - 6.99	210 6.70		40 6.99			0.00	000 000		
Private Brand SELF-SERVICE DELI	6.49	110 6.49					6.99	200 6.99		
(dollars per tub or pouch)										
Turkey 7-10 oz										
Processor Brand	2.00 - 3.99	1,380 2.75	2.49 - 2.98	830 2.82	2.50 - 2.99	640 2.90	2.79 - 3.99	330 2.97		
Private Brand	2.50 - 3.00	970 2.97		250 3.12	2.00 2.00	040 2.00	2.70 0.00	2.57		
Turkey 16 oz	2.00 0.00	2.07	0.00	200 0.12						
Processor Brand	4.98	10 4.98	5.99	70 5.99						
Private Brand										
Chicken 7-10 oz										
Processor Brand	2.00 - 3.99	1,120 2.81	2.49 - 2.99	570 2.86	2.50 - 2.99	640 2.90	2.79 - 3.99	330 2.97		
Private Brand	2.50 - 3.00	970 2.97	3.00 - 3.33	250 3.12						

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)